GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3670
ANSWERED ON:15.12.2014
STATUS OF INDUSTRY TO TOURISM SECTOR
Mishra Shri Bhairon Prasad

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has any action plan to grant tourism the status of `an industry`;

(b) if so, the details thereof;

(c) the measures included by the Government in the new action plan to promote tourism; and

(d) the increase in domestic and foreign tourists arrival during the last three years along with the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(DR. MAHESH SHARMA)

(a) and (b): Development and promotion of tourism, including granting industry status to the tourism sector, is undertaken primarily by the State Governments/Union Territory (UT) Administrations. However, Government of India supplements the efforts of the State Governments /UT Administrations in encouraging the tourism sector by providing various incentives to tourism and hospitality establishments. The following tax incentives are available for hospitality and tourism sector:

i. Hotels with a project cost of `200 crore and above, at any place in India, and Convention Centers with a project cost of more than `300 crore have been included in the Harmonized Master List of Infrastructure Sub-Sectors by the Ministry of Finance. A notification was issued in this regard on October 7, 2013.

ii. Foreign Direct Investment (FDI) − Hotel and Tourism related industry is declared as high priority industry and FDI up to 100%, under the automatic route is permitted in 'Hotels & Tourism Sector', subject to applicable laws/regulations, security and other conditionalities.

iii. An investment linked deduction under Section 35 AD of the Income Tax Act had also been announced in the Union Budget 2010-2011 for establishing new hotels of 2 star categories and above, all over India, thus allowing 100% deduction in respect of the whole or any expenditure of capital nature excluding land, goodwill and financial instruments, incurred during the year.

(c): The measures taken to promote tourism in the country are as follows:

i. Publicity and Promotion:

The Ministry of Tourism, as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India tourism Offices abroad with the objective of showcasing India's tourism potential. These promotional activities include participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

The Ministry of Tourism also provides financial assistance to stakeholders for promotion of tourism in the international and domestic markets under the Marketing Development Assistance Scheme.

ii. Electronic Travel Authorization:

The Tourist Visa on Arrival (TVoA) enabled with the Electronic Travel Authorization (ETA) Scheme was launched on 27.11.2014 for nationals of 43 countries whose sole objective of visiting India is recreation, sight- seeing, short duration medical treatment, casual business visit, casual visit to meet friends or relatives etc. for a short stay of 30 days. Earlier the TVoA facility was available for nationals of 12 countries only. The TVoA enabled with ETA will enable the prospective visitor to apply for an Indian Visa from his/her home country online without visiting the Indian Mission and also pay the visa fee online. Once approved, the applicant will receive an email authorising him/her to travel to India and he/she can travel with a print out of this authorization. On arrival, the visitor has to present the authorisation to the immigration authorities who would then stamp the entry into the country. The entry into India will be allowed within 30 days from the date of approval of ETA and will be Valid for 30 days stay in India from the date of arrival in India.

iii. Restriction on gap for re-entry lifted:

The restriction of two-month gap on re-entry of foreign nationals coming to India on Tourist Visa and Tourist Visa on Arrival has been lifted with effect from 4th December, 2012.

iv. Safety of Women Tourists:

The Ministry of Tourism had advised the State Governments/Union Territory Administrations to set up Tourist Police at prominent tourist spots. As a result, the State Governments/UT Administrations of Andhra Pradesh, Goa, Karnataka, Kerala, Maharashtra, Himachal Pradesh, Rajasthan, Jammu & Kashmir, Uttar Pradesh, Delhi, Punjab, Madhya Pradesh and Odisha have deployed Tourist Police, in one form or the other.

An advisory has been posted on the Ministry of Tourism website www.incredibleindia.org indicating that India remains safe destination for international Tourists including women tourists.

v. Cleanliness and Hygiene:

To tackle the problem of hygiene and cleanliness at tourist destinations, the Ministry of Tourism has taken the initiative of launching the Campaign Clean India with a vision to ensure an acceptable level of cleanliness and hygiene practices at tourist destinations. This campaign is to be sustained through adoption and involvement of private and public sector stakeholders as a part of their Corporate Social Responsibility (CSR).

vi. Trained Language Speaking Guides:

Selection and Training of Regional Level Tourist Guides including linguist guides is an ongoing process and the Ministry conducts the training programmes, through the Indian Institute of Tourism & Travel Management (IITTM), periodically.

(d): The number of Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) to the different States/UTs of the country during 2011, 2012 and 2013 are given below:

Year	DTVs (in million)	FTVs (in million)
2011	864.53	19.50
2012	1045.05	18.26
2013	1145.28	19.95